FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00036939-A **Type of Permit:** FILMING **Release Date:** 02/24/2011

Production Company IDENTITY MEDIA INC

Insured Company Name IDENTITY MEDIA INC
Contact Phone No. 1 212-683-2500
Contact Phone No. 2
Fax
Address 400 W 14TH ST, 3RD FLOOR
NEW YORK, New York 10014

Production Title L OREAL

Type of Production Commercial - Standard

Producer Bridgitte Pugh

Director Pierluca DeCarlo

1st AD Sonny Lowe

Production Manager Galen London

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Billy Romero
Primary Phone Mobile - 310-749-1952
Secondary Phone Office - 323-960-2760

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE $100.00	**Total Permit Fee** $164.00
LA CITY FIRE SAFETY OFFICER $64.00	**Number of Locations** 1

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Summary Information — Location

Permit Number F00036939-A
Production Company IDENTITY MEDIA INC
Insured Company IDENTITY MEDIA INC
Production Title L OREAL

Location Manager Billy Romero
Primary Phone Mobile - 310-749-1952
Secondary Phone Office - 323-960-2760

Location Address 2404 Wilshire Blvd, Los Angeles, CA, 90057

Location Type Office Building

Film Dates 2/18/2011 - 2/18/2011 07:00 - 22:30

Open or Closed to the Public Open

Generic Conditions
Community Survey Obtained
Must comply with attached Rec & Park Conditions
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
Identity.LOreal.36939.AL.pdf
Identity.LOreal.36939.PARK.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	50
Cube Trucks	3
Generator	1
Vans	2

Personnel on Location

Type	Quantity
Cast	7
Crew	45
LA City UFSO assigned	26956

Filming Activities Interior Dialogue; Catering at Macarthur Park 2/18-2/20;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** B3

Coordinator Note Must move vehicles from rush-hour restricted areas (except for within BPW-approved closure areas)

Coordinator Note FILMING ON 7TH FLOOR

Coordinator Note CATERING AT MACARTHUR PARK 2/18-2/20 1000-1500 HRS
No park monitor required

Coordinator Note UFSO required 2/18 0700-2230 hrs

Coordinator Note Rider A extends end time for 2/18 from 2200 hrs to 2230 hrs; collects additional UFSO fee

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

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Permit #F00036939-A

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of IDENTITY ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 2/8/11

IDENTITY
Name of Principal

By: [signature]
Representative's Signature

GALEN LONDON
Print Representative's Name

PROD. SPVSR
Representative's title

400 W. 14th St, 3RD Fl
New York, NY 10014
Principal's Address

212 683 2800 otc
Principal's Telephone

310 502 3100 mbl

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- May not drive any vehicles onto the grass.
- Must allow maintenance and park staff access to their parking lot within the park. Must not restrict access to their driveway or buildings.
- Must park all vehicles legally on the street.
- Must not interfere with any existing park activities.
- PERMITED FROM 10AM-3PM ONLY FOR CATERING.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.

NOT A PERMIT

- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-36939
IDENTITY MEDIA INC / L OREAL
(MAC ARTHUR PARK)

NOT A PERMIT